

HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

Table 1: AdX U.S. Spending Patterns for Selected Advertisers, 2019-2022

Advertiser	AdX spending via Google Ads			AdX spending via 3P buying tools			3P buying tool with largest \$ increase
	Year 1	Year 2	% change	Year 1	Year 2	% change	
2019 to 2020							
	\$386,159	\$65,969	-83%	\$38,988	\$151,499	289%	The Trade Desk
	\$277,850	\$99,457	-64%	\$74,750	\$185,860	149%	Verizon Media DSP
	\$194,564	\$21,435	-89%	\$133,365	\$209,626	57%	Verizon Media DSP
	\$259,184	\$28,468	-89%	\$47,976	\$207,115	332%	Adobe
	\$411,997	\$33,376	-92%	\$164,842	\$411,525	150%	Criteo
	\$2,751,421	\$272,231	-90%	\$395,375	\$657,261	66%	Verizon Media DSP
	\$378,561	\$151,771	-60%	\$164,082	\$316,165	93%	Criteo
	\$1,079,631	\$48,845	-95%	\$90,778	\$433,968	378%	Verizon Media DSP
	\$133,828	\$10,720	-92%	\$61,068	\$137,299	125%	Criteo
	\$710,137	\$257,051	-64%	\$704,971	\$1,816,746	158%	The Trade Desk
	\$247,335	\$89,442	-64%	\$102,213	\$208,378	104%	The Trade Desk
	\$285,290	\$61,488	-78%	\$453	\$109,776	24128%	The Trade Desk
2020 to 2021							
	\$1,663,746	\$618,631	-63%	\$79,307	\$241,390	204%	RTB House
	\$247,440	\$90,286	-64%	\$58,574	\$138,181	136%	Amazon
	\$502,937	\$219,928	-56%	\$48,849	\$110,536	126%	Amazon
	\$1,193,924	\$582,001	-51%	\$52,790	\$108,965	106%	Criteo
	\$853,254	\$73,100	-91%	\$71,997	\$462,696	543%	The Trade Desk
	\$257,051	\$104,970	-59%	\$1,816,746	\$9,949,671	448%	The Trade Desk
2021 to 2022							
	\$275,807	\$101,393	-63%	\$595	\$255,430	42842%	Verizon Media DSP
	\$164,731	\$15,153	-91%	\$46,221	\$271,566	488%	Adelphic
	\$1,978,249	\$798,239	-60%	\$43,822	\$147,175	236%	The Trade Desk
	\$385,752	\$162,880	-58%	\$55,447	\$175,566	217%	Verizon Media DSP
	\$752,062	\$316,373	-58%	\$111,676	\$204,235	83%	RTB House
	\$491,502	\$72,628	-85%	\$90,066	\$216,938	141%	Quantcast
	\$2,618,006	\$380,205	-85%	\$616,852	\$2,175,582	253%	Verizon Media DSP

Sources: GOOG-AT-MDL-DATA-000066537 to -482007, GOOG-AT-MDL-DATA-000508827 to -58886, and GOOG-AT-MDL-DATA-000561536 to -4882 (AdX RFP 243 data)

Notes: An advertiser is listed if (i) their AdX gross revenue via Google Ads was at least \$100,000 in the earlier year and decreased by more than 50% in the later year, and (ii) their AdX gross revenue via third-party buying tools was at least \$100,000 in the later year and increased by more than 50% compared to the earlier year.